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A few well-placed questions

Inc; Boston; Sep 15, 1998; Anonymous;

Volume:

20

Issue:

ISSN:

13

Supplement:

Inc. Technology

Start Page:

108-110 01628968

Subject Terms:

Market research Product reviews

Market research firms Customer services

Software Internet

Market surveys

Classification Codes: 9190: US

2400: Public relations 8301: Advertising agencies 7100: Market research

Geographic Names:

US

Product Names:

NetReflector InstantSurvey

Companies:

NetReflector

Abstract:

InstantSurvey, from NetReflector, is reviewed. This Internet-based tool not only helps design and distribute questionnaires but also compiles, analyzes and delivers the results. InstantSurvey bases charges on survey length and the number of responses collected.

Full Text:

Copyright Goldhirsh Group, Inc. Sep 15, 1998

[Headnote]

It's cost-effective and efficient to use the Internet to design, distribute, compile, and analyze targeted surveys

AS PRESIDENT OF A FASTgrowing ad agency, I am always working with my staff to enhance our clients' satisfaction and expand our customer base. Reliable feedback from our clients is a crucial component of our continued success. So I was pleased to try out NetReflector's InstantSurvey. This Internet-based tool not only helps feedback-hungry businesspeople like me design and distribute our own questionnaires but also compiles, analyzes, and delivers the results.

The advertising business is brutally competitive, so I was relieved to learn that InstantSurvey's databases automatically compile survey results with no human intervention, and that SSL encryption, individual account passwords, and server firewalls protect survey results from intruders. Best of all, though, I'm pleased to report that this product is not at all difficult to use. I didn't have to download or install anything. I simply clicked on my Internet browser, typed www.instantsurvey.com, and registered for a free trial, and when the main menu came up, I set out to design our customer-service survey.

Getting started is straightforward. From the main-menu choices (questionnaire creation, questionnaire distribution, survey management, short tutorials, administration tools, and instant survey examples) I selected questionnaire creation, and that presented me with another list of choices. At first, I thought I'd "customize a questionnaire template," but when I realized I couldn't easily mold any of the 10 choices, which included a restaurant survey and a college-course evaluation, into a customerfeedback vehicle, I backtracked and started from scratch.



Having taken advantage of the option that allowed me to compose questions off-line, I had to get my Microsoft Word file onto InstantSurvey's Web site. Help-in the form of a question-mark icon-resides at the top of every screen, and I quickly found the buttons I needed to import my file. Once it was on-line, I was ready to select answer options.

Responding to InstantSurvey's prompts, I arrived at its multiple-choice response library. My survey asks our clients to "rate RiesterRobb's performance on your most recent project," and with a click of an icon, I inserted possible answers-excellent, very good, good, fair, poorwith check boxes. For openended questions like "What can we do to improve our service?" InstantSurvey provides a text box. We have 10 clients, so the free trial, which allowed me to survey 25 people, was perfect. But it's nice to know that InstantSurvey can handle crowds of 50,000.

[Photograph] Caption:

All on-line surveys reside at InstantSurvey's Web site, but your respondents don't have to know that. Companies with their own sites can simply link to the survey page, but that method may not produce the largest or most scientific sample since site visitors are, by definition, self-selecting. Alternatively, you can use InstantSurvey's E-mail engine to send out invitations to take the survey together with a link or a URL to the survey page. The advantage of that option is that each E-mail recipient gets his or her own unique URL, allowing you to track responses and send reminders to the laggards.

We chose a third option: sending out URLs over our own E-mail system. While that meant forfeiting the tracking/reminder capabilities, it saved us time because we didn't have to cut and paste each recipient's address as we would have had to do using InstantSurvey's system.

Before you release your questionnaire, InstantSurvey's "distribution wizard" asks you how long you want the survey to last and how many responses you want to collect. When the survey period is over, InstantSurvey E-mails you the location of an HTML report, which includes all the text responses and the percentage of respondents who chose each answer. You may also download the raw survey data.

InstantSurvey bases charges on survey length and the number of responses collected. A 15-question survey to which 1,000 people file responses would cost \$2,500-a frugal choice for a growing company not quite ready to spend \$100,000 a year for a good director of research.

[Sidebar]

The Product InstantSurvey, from NetReflector, in Redmond, Wash. (425-558-2007; www.instantsurvey.com; charges based on usage)

Requirements Microsoft Internet Explorer 3.02 or higher or Netscape Navigator 3.02 or higher Reviewer Tim Riester (info@riester.com), president of Riester-Robb Advertising and Public Relations, in Phoenix

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2 of 2







NetReflector's www.InstantSurvey.com Goes Live Today; First True Online Application For Designing & Conducting Surveys -- Free Trial Offered -- Business Wire; New York; Mar 23, 1998; Business Editors;

Dateline: WASHINGTON

Abstract:

Start Page: 1

NetReflector LLC has launched InstantSurvey, an online business application for designing and conducting questionnaire based surveys.

"The major benefit of InstantSurvey is its ability to scale to meet the needs of both small and large companies alike," said Andrew Thomas, chief executive officer and founder of NetReflector LLC. "The advantage of using an online application means no special software or hardware to buy, immediate access to the latest software updates and risk-free pay-per-response pricing," he said.

As an online application, InstantSurvey eliminates the need for expensive software license fees, support budgets and the purchase of dedicated hardware. There is no software to purchase or download. Using their web browser, clients simply log onto InstantSurvey as needed through a Windows NT powered web site maintained by NetReflector.

Full Text:

Copyright Business Wire Mar 23, 1998

REDMOND, Wash.--(BUSINESS WIRE)--March 23, 1998---

Dramatically Reduces Complexity, Cost and Time of Conducting

Surveys

NetReflector LLC has launched InstantSurvey, an online business application for designing and conducting questionnaire based surveys.

InstantSurvey helps professionals quickly gather data and feedback from respondents to guide decision making and influence improvements to customer and employee satisfaction. The web site, www.instantsurvey.com, is live today.

"The major benefit of InstantSurvey is its ability to scale to meet the needs of both small and large companies alike," said Andrew Thomas, chief executive officer and founder of NetReflector LLC. "The advantage of using an online application means no special software or hardware to buy, immediate access to the latest software updates and risk-free pay-per-response pricing," he said.

Significant Time and Expense Savings

In comparison to traditional survey methods, InstantSurvey takes less time to complete and costs dramatically less. Survey recipients are invited to participate in a survey through a personalized e-mail or linking from a client web site. InstantSurvey's unique pricing model enables users to only pay for the



responses they receive, not the total number of recipients of the survey. Prices for a complete survey start as low as \$40.

As an online application, InstantSurvey eliminates the need for expensive software license fees, support budgets and the purchase of dedicated hardware. There is no software to purchase or download. Using their web browser, clients simply log onto InstantSurvey as needed through a Windows NT powered web site maintained by NetReflector.

InstantSurvey is valuable to managers in product marketing, customer service, sales, and human resources who need instant feedback on their products or services. These professionals can now design and administer their own online surveys.

Simplifying the Survey Process

Creating a questionnaire on InstantSurvey is quick and simple. Surveyors have the flexibility of writing a questionnaire from scratch, importing questions quickly from a word processing document or customizing one of many InstantSurvey pre-written templates. If requested, NetReflector will even transfer a customer's existing hardcopy questionnaire into the tool at no cost to the user.

By utilizing the functionality built into InstantSurvey, authors can target specific groups, monitor the on-going progress of the survey and collect detailed data on each respondent. Questionnaires can be distributed to targeted respondents via a personalized e-mail or linked to an existing web site. Tracking of responses is instant, and reminders to people who haven't yet responded can be sent out automatically. The information collected is securely tabulated, presented in an easy to understand report, and the raw data can be downloaded for further analysis.

Industry Tested

"InstantSurvey provides our team with an easy-to-use and powerful market research tool," said Cerise Vablais, product manager for Microsoft Site Builder Network. "We are able to reach more of our customers and attain a higher response rate, all in a fraction of the time of traditional surveys," she said. InstantSurvey was beta tested by Microsoft Site Builder Network who used the tool to survey over 15,000 people.

"As a small business owner using InstantSurvey, I am now able to interact and poll my customers quickly and affordably," said Maria Fessler, owner of Eclipse Media. "I can monitor the satisfaction of my clients online without the need to install and maintain yet another application on my PC," she said.

Free Trial Offered

NetReflector offers a free trial for all visitors to the site, allowing them to create, distribute and report on a survey of up to 25 people. The only requirement to use the tool is an Internet connection and a current browser. InstantSurvey is compatible with Internet Explorer 3.0 and above, and Netscape Navigator 3.02 and above.

About NetReflector

NetReflector is a Redmond, Washington based subsidiary of Feedback International, a U.K. company specializing in leadership and team development for organizations in both the private and public sectors. Many of the unique survey processes pioneered by Feedback International have been built into

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InstantSurvey. Feedback International, established in 1992, has offices in the United States and Europe. SEQN: BW0007

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